BRAND GUIDELINES

Name Usage

The Robert H. Lurie Comprehensive Cancer Center of Northwestern University is to be used on first reference in all signage and print materials, including press releases, publications and letterhead.

On second and all subsequent references in the same document, use the Lurie Cancer Center.

No other derivations of the formal name should be used.

The Robert H. Lurie Comprehensive Cancer Center of Northwestern University Logo

The Logo is the Lurie Cancer Center’s signature and primary identification tool. As such, it is critical that the usage be consist, effective and appropriate.

Corporate Colors

Purple (PMS 267)

Black

Please contact Jennifer Bowker, Manager of Communications at 312.695.0502 or j-bowker@northwestern.edu for:

- Electronic artwork files and templates
- Questions about the Lurie Cancer Center Logo and /or name usage

Note: Prior approval is required for use of the Logo on flyers or announcements.